

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM673554

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
LC Wine		08/31/2021	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JUSTIN Vineyards & Winery LLC		
<b>Street Address:</b>	11444 West Olympic Blvd., 10th Floor		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90064		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90527073	LEWIS CELLARS	
<b>Serial Number:</b>	90527078	RACECAR RED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	310-966-5726		
<b>Email:</b>	latunda.powell@roll.com		
<b>Correspondent Name:</b>	LaTunda Powell		
<b>Address Line 1:</b>	11444 West Olympic Blvd., 7th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064		
<b>ATTORNEY DOCKET NUMBER:</b>	213044		
<b>NAME OF SUBMITTER:</b>	LaTunda Powell		
<b>SIGNATURE:</b>	/LaTunda Powell/		
<b>DATE SIGNED:</b>	09/09/2021		
<b>Total Attachments: 4</b>			
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**UNITED STATES OF AMERICA**

**ASSIGNMENT OF TRADEMARKS**

**FOR GOOD AND VALUABLE CONSIDERATION**, the receipt and sufficiency of which is hereby acknowledged, **LC Wine** (“Assignor”), a corporation organized and existing under the laws of California, whose business address is at 4104 Big Ranch Road, Napa, California 94558, hereby assigns and transfers to **JUSTIN Vineyards & Winery LLC** (“Assignee”), a limited liability company organized and existing under the laws of Delaware, whose business address is at 11444 W. Olympic Blvd., 10th Floor, Los Angeles, California 90064, effective as of August 31, 2021 (the “Effective Date”), the following:

A. All right, title, and interest held by Assignor in and to the business names, trade names, trademarks, and/or service marks, and any application and/or registration therefor, including but not limited to those listed in **Exhibit A** attached hereto and incorporated herein by this reference (hereinafter referred to as the “Trademarks”);

B. The goodwill of the business connected with the use of and symbolized by the Trademarks, as part of the transfer of all business to which the Trademarks pertains, and including all associated artwork, labels, and package designs and other assets that uniquely reflect the Trademarks; and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Trademarks or injury to said goodwill, together with the right to sue or recover the same in Assignee’s name.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned have hereunto executed this Assignment, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

**ASSIGNOR:**

LC Wine,  
a California corporation

By: *[Signature]*  
Name: *V. Dennis Bell*  
Title: *President*

**ASSIGNEE:**

JUSTIN Vineyards & Winery LLC,  
a Delaware limited liability company

By: \_\_\_\_\_  
Name: Craig B. Cooper  
Title: Executive Vice President

**IN WITNESS WHEREOF**, the undersigned have hereunto executed this Assignment, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.


**ASSIGNOR:**

LC Wine,  
a California corporation

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

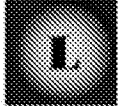

**ASSIGNEE:**

JUSTIN Vineyards & Winery LLC,  
a Delaware limited liability company

By:   
Name: Craig B. Copper  
Title: Executive Vice President

**EXHIBIT A  
to the Assignment of Trademarks**

**TRADEMARKS**

<b>Country</b>	<b>Trademark</b>	<b>Application No.</b>	<b>Application Date</b>	<b>Registration No.</b>	<b>Registration Date</b>
United States of America	LEWIS CELLARS	90/527,073	February 12, 2021		
United States of America	RACECAR RED	90/527,078	February 12, 2021		
United States of America	LEWIS	Common Law			
United States of America	L Design 	Common Law			
United States of America	Racecar Red Design 	Common Law			
United States of America	ALEC'S	Common Law			
United States of America	BARCAGLIA LANE	Common Law			
United States of America	DEBBIE'S	Common Law			
United States of America	ETHAN'S	Common Law			
United States of America	MASON'S	Common Law			

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